

LEO BURNETT U.S.A.

AD# BUC159-B3 REQ# M18697 "DON'T GET CAUGHT" PAGE 4/C (8-3/4 X 11-1/2) NATIONAL MAGAZINE, 1990
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DON'T GET CAUGHT BUCK NAKED



Free with Bucks proof of purchase.

Complete the following information and mail with 1 carton (20) or 10 pack UPCs of Bucks or Bucks Lights to receive a pair of Buckskins Boxers (21, 3000 white quantities out). No purchases necessary. Offer valid 10/1/90 - 12/31/90. Offer limited to purchases of 20 pack of cigarettes.

Model for Buckskins Boxers Offer

P.O. Box 7020
Rockford, IL 61150-7020

Indicate the size: S M L XL

Male Female

Address _____ Apt. # _____

City _____ State _____ Zip _____

Phone: _____ Date of Birth: _____

Current Smoking preference: Non-smoker Non-smoked

Signature required: _____

By returning this offering offer and signing above, I certify I am a responsible smoker 21 years of age or older. I am also willing to receive the samples of cigarettes and promotional items in this mail, subject to applicable state and federal law.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Order your Buckskins Boxers Today

You don't have to spend
money to get them. A pair
of Buckskins Boxers are
yours free with 1 carton UPC
or 10 pack UPCs of Bucks or
Bucks Lights.

Get into full rich Buck flavor
without full price. And get
into Buckskins.



MSRP: suggested retail price

Kings Lights: 10 mg "tar," 0.7 mg nicotine—Kings: 14 mg
"tar," 1.0 mg nicotine av. per cigarette by FTC method.



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